digital element ®

Targeted Online Advertising

Geolocation and IP Intelligence Technology Increase the Reach, Relevance and Response for Online Advertising

Billions of dollars continue to flow into digital advertising. Given how much time consumers spend on mobile devices, social media and the web, digital platforms are drawing a much higher percentage of marketers' ad budgets. As markets continue to shift and rich media replaces traditional static advertising banners, a multi-device approach is required to stay with consumers as they move from desktop to tablet to mobile. Marketers and advertisers are realizing the huge impact that digital advertising can have for their brands when the right message reaches the right audience at the right time.

IP Geolocation Reduces Wasted Impressions

The digital world is a crowded place, and consumers tend to ignore information that's not relevant. The goal of every advertising campaign is to reach the right customers at the right time, while avoiding those who are not interested. However, the online and mobile audiences are so vast that this is not an easy task. Companies and brands must find ways to target online campaigns in order to reduce wasted impressions and deliver results.

Online location targeting has been proven to significantly improve the success of digital advertising campaigns by upward of 30 to 40 percent. But, how can businesses easily and successfully target ads in today's data-overloaded, privacy-sensitive environment? With IP-based geolocation intelligence technology. Knowing users' geographic locations and other context-building data points provides deeper insight about audiences, allowing advertisers to improve the reach, relevance and response for their online campaigns— regardless of the platform.

"Since making the decision to upgrade to NetAcuity Pulse we have seen an uplift in delivery as having more data available to us has resulted in increased targeting matches on even the most granular geo data points."

– Themer Abourayan, Chief Product Officer, Platform161
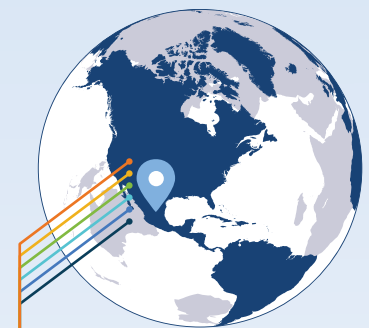
Mexico

IP Address: 72.84.185.25

City: Mexico City

Country: Mexico

Latitude: 19.4195

Connection Type: WiFi

Proxy: Edu

Targeted Online Advertising

Benefits

Increase Returns

Command a 30-40 percent premium over non-targeted ads.

Create Consistency

Reduce ad variance issues across networks by deploying the industry's most widely used geolocation technology.

Improve Reach and Relevance

Deliver relevant ads to specific audiences to reduce wasted impressions and increase click-through rates and message reach.

Reach Users Across Devices

Deliver location-targeted content and ads to users across devices when connecting online or via IP-enabled WiFi networks.

Deliver Custom Targeting

Leverage other IP Intelligence parameters to deliver custom targeting such as delivering online video ads based on a user's connection speed or automatically serving a mobile ad to a user by identifying connection type.

IP to Point of Interest

Gain new intelligence about consumers based on an accurate dataset of real-world places that matter to improve real-time ad engagement.

Proxy

Identify and bypass online users who may be masking their locations and digital personas to improve targeted campaign performance by fighting click fraud and avoiding wasted impressions.

Meet Some Clients

facebook.   YAHOO!   HubSpot   nielsen   Pinterest   Twitter   tapit!

rocketfuel   AdMedia.   DV DoubleVerify   INMOBI   POINTROLL   TURN   ebay

specificmedia   appnexus   rubicon PROJECT   Adobe   BBC   MediaMath   INFECTIOUS MEDIA